



**CUSTOMER SATISFACTION, COMMITMENT AND  
LOYALTY: KEY VARIABLES FOR SUCCESSFUL  
CUSTOMER CENTRICITY IN BUSINESS- TO- BUSINESS  
MARKET FOCUS ON MNC  
- A STUDY IN TELEKOM MALAYSIA BERHAD (TM),  
IPOH PERAK**

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**BACHELOR OF BUSINESS ADMINISTRATION WITH  
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BANDARAYA MELAKA**

**APRIL 2009**

## DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONORS (INTERNATIONAL BUSINESS)  
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'DECLARATION OF ORIGINAL WORK'**

I, **HAZWANI BINTI MOHD HATAR**, (I/C Number: **860325-38-5616**)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, any locally or overseas, and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged

**Signature:** \_\_\_\_\_

**Date: 12 APRIL 2009**

## LETTER OF SUBMISSION

22 APRIL 2009

The Head of Program  
Bachelor of Business Administration with Honors (International Business)  
Faculty of Business Management  
Universiti Teknologi Mara  
Bandaraya Melaka

Dear Sir,

### **SUBMISSION OF PROJECT PAPER (IBM 662)**

Attached is the project paper title **“CUSTOMER SATISFACTION, COMMITMENT AND LOYALTY: KEY VARIABLES FOR SUCCESSFUL CUSTOMER CENTRICITY IN BUSINESS- TO- BUSINESS MARKET FOCUS ON MNC - A STUDY IN TELEKOM MALAYSIA BERHAD (TM), IPOH PERAK.** To fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you.

Yours Sincerely,

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HAZWANI BINTI.MOHD HATAR

2007281954

Bachelor of Business Administration with Honors (International Business)

an individual researcher for this project really appreciate the endless support, patience and motivation showered on me.

Above all, I thank Allah SWT.

**HAZWANI BT. MOHD HATAR**

**2007281954**

**APRIL 2009**

# **ABSTRACT**

This research is to study about customer satisfaction, commitment, and loyalty on the successful of customer centricity in business-to-business market focus on MNC. The study was conducted in one of the telecommunication company, which is Telekom Malaysia Berhad, specifically in EGS Perak department. The main problem is the level of customer centricity by the company, which will affect their business performance. Due to the problems, there are certain circumstances why the research objective was developed. First, is to study level of customer centricity in EGS, Perak. Next, is to determine the level of customer satisfaction, commitment, and loyalty in EGS, Perak and the last objective is to identify the relationship between customer satisfaction, commitment, and loyalty towards customer centricity. The findings of the research state that all variables, customer satisfaction, commitment and loyalty have a strong relationship with customer centricity and lead to the successful customer centricity. Besides, the result also illustrate that all variables which are customer satisfaction, commitment, loyalty and customer centricity are at moderate level. Overall, based on the finding, there are several recommendations that have been suggested in order to help or to improve the customer centricity in EGS department and TM as a whole. The organization should improve the service quality and products, in order to obtain customer satisfaction, build loyalty among the customer and improve commitment level.